

## Level of Application of Integrated Talent Management According To IBM Institute for Business Value Case Study Palestinian Governmental Agencies in Gaza Strip

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**Abstract :** This research aimed to measure the level of perception and application of Integrated Talent Management according to IBM standards, by the upper and middle categories in Palestinian government institutions in Gaza, using a descriptive-analytical method. Using a questionnaire based on the standards of the IBM Institute for Business Value, the researcher added a second section to measure the perception of integrated talent management, the sample was 248 managers. The SPSS package was used for statistical analysis. The results showed that government institutions in Gaza apply Integrated Talent Management according to IBM standards at a medium degree did not exceed 59.8%, there is weakness in the perception of integrated talent management at the level of 53.6%, and there is a strong correlation between (Integrated Talent Management) and (the perception of the integrated talent management) amounted to 92.9%, and 88.9% of the change in the perception of the integrated talent management is by (motivate and develop, deploy and manage, connect and enable, and transform and sustain) talents, and 11.1% is by other factors. Conclusion: This study concluded that the integrated talent management model presented by IBM with its six dimensions is an effective model to reach your awareness and understanding of talent management, especially that it must rely on at least four basic dimensions out of the six dimensions: 1- Stimulating and developing talent. 2- Organizing and managing talent. 3- Connecting with talent and empowering it. 4- Succession and sustainability of talent. Therefore, this study recommends the adoption of the integrated talent management model provided by IBM to any organization across the world, regardless of its specialization or size, to reach talent sustainability.

**Keywords :** HR, talent, talent management, IBM

**Conference Title :** ICTMS 2022 : International Conference on Talent Management Strategies

**Conference Location :** Tokyo, Japan

**Conference Dates :** September 08-09, 2022